



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract # 845980

Schedule Dates 08/01/12-08/03/12
Advertiser Crossroads GPS (33741)
Agency/T-Code Crossroads Media LLC (2774)/055317791
Product Political - Non-Ballot Issue (1196)
Brand CROSSROADS GPS (131182)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name MARONEY,STEPHANIE
Phone/Fax (202) 559-6424 /
CPE 12/11/862
Account Types National/Political Issue - Agency
Billing Type Weekly/Irregular
Comments CROSSROADS GPS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/31/12
Last Modified 08/02/12
Entered By Penne Marsh
CO-OP No
Headline # 06258527
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,368.00
Net Total \$24,752.00
Sales Tax

Norfolk (WVEC) (WVEC)

By Broadcast Month	Spots	Rate
Aug. 2012	37	\$29,120.00
Grand Total:	37	\$29,120.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	10:58A- 12P (ET)						1			1	\$525.00	\$525.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/31/12
3.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	12P- 12:57P (ET)						1			1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	7/31/12
4.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	4:30A- 4:59A (ET)						1			1	\$40.00	\$40.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBREAK<	7/31/12
5.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	5A- 5:58A (ET)						1			1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/31/12
6.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	6P- 6:30P (ET)						1			1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/31/12
7.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	7A- 9A (ET)						1			1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, GD MRN AMR-ABC	7/31/12

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8.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	7:28P- 7:57P (ET)						1			1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/31/12
9.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	9A- 10A (ET)						1			1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/31/12
21.0	Normal Line / SPOT	08/02/12-08/02/12	5	:30	11P- 11:35P (ET)					1				1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/31/12
22.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	10:58A- 12P (ET)					1				1	\$525.00	\$525.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/31/12
23.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	12P- 12:57P (ET)					1				1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	7/31/12
24.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	4:30A- 4:59A (ET)					1				1	\$40.00	\$40.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBREAK<	7/31/12
25.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	5A- 5:58A (ET)					1				1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/31/12

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By Broadcast Month **Spots** **Rate**
Aug. 2012 37 \$29,120.00
Grand Total: 37 \$29,120.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
26.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	6P- 6:30P (ET)					1				1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/31/12
27.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	7A- 9A (ET)					1				1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, GD MRN AMR-ABC	7/31/12
28.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	7:28P- 7:57P (ET)					1				1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/31/12
29.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	9A- 10A (ET)					1				1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/31/12
30.0	Normal Line / SPOT	08/01/12-08/03/12	5	:30	11P- 11:35P (ET)	1			X	X	X				\$1,100.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/31/12
30.0.1	Closed Preempt	08/03/12															Norfolk (WVEC) (WVEC)	R-Did not air/Spot -	
31.0	Normal Line / SPOT	08/01/12-08/03/12	4	:30	10:58A- 12P (ET)	1			X	X	X				\$525.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/31/12

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31.0.1	Closed Preempt	08/01/12															Norfolk (WVEC) (WVEC)	I-NA on Entry/Exception -	
32.0	Normal Line / SPOT	08/01/12-08/03/12	4	:30	12P- 12:57P (ET)	1			X	X	X			1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	7/31/12
33.0	Normal Line / SPOT	08/01/12-08/03/12	4	:30	4:30A- 4:59A (ET)	1			X	X	X				\$40.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBREAK<	7/31/12
33.0.1	Closed Preempt	08/01/12															Norfolk (WVEC) (WVEC)	I-NA on Entry/Exception - NO AVAIL	
34.0	Normal Line / SPOT	08/01/12-08/03/12	4	:30	5A- 5:58A (ET)	1			X	X	X			1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/31/12
35.0	Normal Line / SPOT	08/01/12-08/03/12	4	:30	6P- 6:30P (ET)	1			X	X	X			1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/31/12
36.0	Normal Line / SPOT	08/01/12-08/03/12	4	:30	7A- 9A (ET)	1			X	X	X			1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, GD MRN AMR-ABC	7/31/12

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37.0	Normal Line / SPOT	08/01/12-08/03/12	4	:30	7:28P- 7:57P (ET)	1			X	X	X			1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/31/12
38.0	Normal Line / SPOT	08/01/12-08/03/12	4	:30	9A- 10A (ET)	1			X	X	X			1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/31/12
39.0	Normal Line / SPOT	08/01/12-08/01/12	5	:30	11P- 11:35P (ET)				1					1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/31/12
40.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	10:58A- 12P (ET)				1						\$525.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/31/12
40.0.1	Closed Preempt	08/01/12															Norfolk (WVEC) (WVEC)	I-NA on Entry/Exception -	
41.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	12P- 12:57P (ET)				1					1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	7/31/12
42.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	4:30A- 4:59A (ET)				1					1	\$40.00	\$40.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBREAK<	7/31/12

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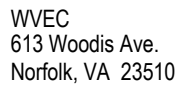
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43.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	5A- 5:58A (ET)				1					1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/31/12
44.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	6P- 6:30P (ET)				1					1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/31/12
45.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	7A- 9A (ET)				1					1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, GD MRN AMR-ABC	7/31/12
46.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	7:28P- 7:57P (ET)				1					1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/31/12
47.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	9A- 10A (ET)				1					1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/31/12
49.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	4:30A- 4:59A (ET)						2			2	\$150.00	\$300.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBREAK<	8/2/12
50.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	5A- 5:58A (ET)						1			1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)		8/2/12
51.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	5:58A- 7A (ET)						1			1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)		8/2/12

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